Prodoscore™

DYNAMIC NETWORK ADVISORS

CUSTOMER SUCCESS STORY

Visibility into Productivity to Improve Cloud Tool Adoption and Coaching

Company
Dynamic Network Advisors

Interviewee Name & Title
Mike Sickle, President

Company Overview
Dynamic Networks Advisors (DNA) is the preferred technology consultancy specializing in the healthcare vertical for providers, payers and life science clients using voice, connectivity, cloud and cybersecurity for enterprise size businesses both nationally and globally. Founded in 2007, DNA is one of the most awarded solution providers in the industry with access to over 200+ solution providers to provide customers the best solutions for their technology needs.

DNA is a user of Prodoscore as well as a reseller through master agent, Telarus.

Introduction to Prodoscore

DNA President, Mike Sickle, learned about Prodoscore through a Prodoscore client and partner. A conversation around remote work and how to stay on top of employee productivity led Mike to Prodoscore. "I'm generally a hands-off, just get your work done kind of manager. But, as the company grew and we hired more people, I saw usage of our key business tools drop and some challenges with performance - I knew I had to do something. Prodoscore was just the solution," said Sickle.

Integrations

VONAGE **ZOHO** **Linked in**

G Suite

Cloud Tool Adoption

Businesses invest in so many tools that are meant to improve collaboration, streamline processes, and create visibility into activity. Unfortunately, so many of those tools go unused, leaving leaders in the dark on daily activities and unable to rely on the data. According to Sickle, "Prodoscore helped improve adoption of the tools we had invested in so we could not only see what was going on every day, but also learn from the data. Before Prodoscore, 25% of the team was not using tools properly or just not being productive, which I didn't know until months later. We now have that kind of information very quickly, which has saved us hundreds of thousands of dollars in revenue."

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Coaching Opportunities

The tool minimizes the need to micromanage. It provides a third party perspective that's fully transparent, making it really easy to provide feedback and identify opportunities for improvement. "The true value of the Prodoscore tool is shining a light on what I didn't know or where I didn't have visibility to make informed decisions" added Mike.

The DNA leadership team observes the actions that tend to lead to a larger forecast and can coach lower performers based on those learnings. Understanding what's going on every day rather than focusing only on results creates real opportunities for success and career development.

In much the same way, Mike says Prodoscore keeps expectations at bay. "Burnout is a very real thing, especially with people working from home - the distinction between personal life and work life is harder to maintain. It's really important to us to make sure our staff are not overdoing it. If I see a score above 90, for example, for 4-5 days in a row, I can dig in and find out if we need to rethink workload, or reallocate tasks."

Understanding Productivity

The DNA team quickly recognized the value in understanding productivity and learning from it. "I look at the tool every day. It keeps me informed of what's going on. At DNA, everyone has a productivity score. We're all held accountable to the same standards, including me," said Mike. "The entire team is empowered to not only make more informed decisions, but also to do so faster than they normally would. With simple data we now know how to answer tough questions like, 'does this employee need additional training or is it just not a good fit?'"

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Selling the Prodoscore Solution

Being a Prodoscore client has made it easy for DNA to talk about the benefits with potential clients. "We use it, we understand the value," said Mike. Most recently, as so many employees have been forced to work remotely, a tool like Prodoscore can help put leaders at ease and give them confidence that their teams are putting in the work. "When staff is remote and dealing with what's been going on for the last few months, you have to ask - is everyone being productive during this challenging time? Would you find visibility into that productivity useful?" he added. "I know for us, the tool has truly changed the way we work and made us a better team."